

Rubric for Our Business Plan

	Excellent	Very Good	Good-Fair	Needs Work
Product	Team chose/created product with demonstrated need in the market. Product came from personal experience.	Team chose/created product with marketability.	Team chose/created product with potential marketability.	Team chose/created product with little to no marketability.
Customers	Team clearly defined and specifically targeted their customers' traits and values.	Team well defined their customers and their values.	Team generally defined their potential customers and their values.	Vague definition of customers with little or misguided attempt at targeting customer traits/values.
Shipping/Packaging	Well-organized, specific plan for shipping/packaging product or transporting it to the customer.	Solid, organized plan for transportation of product to customer.	Plan for transportation outlined, but narrow in scope.	Little planning for shipping/transportation of product.
Advertising	Catchy slogan that captures quality of product. Slogan included in creative advertisement that keeps customer values at core. Several promotional techniques are effectively used.	Effective slogan included in visual or written advertisement that sells the product to the customer. Team effectively uses a promotional technique (i.e., Burpee used naming of product, testimonial, etc.)	Slogan attempts to capture quality of product, but could use refining. Advertisement promotes product generally. Needs to target customer more.	Key elements of slogan, product definition, or target audience values are missing.
Quality Assurance	Team creatively and thoroughly spelled out a quality assurance system (learning from Burpee's experimental farm). Included customer guarantees, etc.	Team provided a solid plan for ensuring their product quality.	Team provided a minimal plan for quality assurance. Might have overlooked details to really create customer trust.	Team provided minimal to no plan for quality of product.